

SEO
done
right.



SEO DONE RIGHT



www.aqueous-digital.co.uk

Results. Above all.

Every day, millions of people search Google for businesses like yours.

They search for answers to their questions, at all hours of the day, Search Never Sleeps.

With the help of our award-winning Search Engine Optimisation (SEO), Aqueous Digital can provide Google with everything it needs to answer the questions your customers are asking.

But most importantly, we will help your brand be the first to be found and increase your sales.

Our Awards.

We do SEO the way it should be done, and our list of awards shows that our way of working really can achieve great results for your business.



SEO DONE RIGHT

We are Aqueous Digital

Aqueous Digital is a family-run digital marketing agency. We specialise in search engine optimisation (SEO), website content strategy and reputation management for high and ultra-high-net-worth individuals.

Founded in 2011, by Jonathan Guy and his wife Emma, we set out with a clear vision to provide a different type of digital marketing service: a service based entirely on trust, loyalty, and collaboration (TLC).

This approach was prompted by an observation, that many companies in the sector were misleading customers, over-promising, spreading unfounded myths about SEO and delivering sub-standard customer service.

We set out to be different.



Our approach to SEO

SEO is an essential component within any digital marketing strategy. It is a proven long-term approach that delivers measurable results for businesses of all sizes.

When you collaborate with Aqueous Digital, there are three main areas we'll focus on, to ensure your website is optimised for search engines:



Specialist technical work.

We'll get under the bonnet of your site and make all the performance tweaks needed to give you a head-start on your journey to the top.



Bespoke content strategy.

Producing content to ensure you've got the best possible answers to the questions your customers are searching for. Nothing, but nothing beats great content!



High-quality link building.

Growing a network of trusted websites that link back to you. This shows Google you're a trusted expert in your industry.

SEO DONE RIGHT



“The strategic advice provided combined with SEO activity was top class and really made a difference to the impact of our operations.”

Will Hayes, Head Of Digital Marketing & Ecommerce, Chemist4u



Soft play
open **now**_

SEO DONE RIGHT

wilson browne SOLICITORS

Act Global, Be Local

Wilson Browne is an award-winning East Midlands based solicitors' firm that offer a complete range of legal solutions for both individuals and businesses.

Strategy

Our SEO and content strategy for Wilson Browne aimed to position them as a local solicitor while establishing their expertise on a national and global scale.

Aqueous Digital partnered with them in 2014 following a rebrand that damaged their Google rankings. Through a robust SEO and content strategy, we achieved consistent year-on-year growth in website traffic, increasing from 10,000 to 46,300 monthly page views by 2023.

Our results were recognised with the Content Strategy of the Year award at the European Content Awards 2023, demonstrating our exceptional performance in ethical SEO.

www.aqueous-digital.co.uk





"The fact that we have been with Aqueous through a 9-year journey that has seen us gain multiple awards nationally and regionally is testament to the quality of what they deliver."

Wayne Jenkins,
Business Development & Marketing Director
Wilson Browne Solicitors

500%

Increase in
organic traffic
since 2016

65

High-value
searches in
position 1

883

Keywords
ranking on
page 1 of Google

1500+

Enquiries a
month
from Google

119%

Increase in
search **visibility**

1800+

**Return on
investment**

SEO DONE RIGHT

The Customer Journey

This is grown-up SEO. Professional, strategic and ethical marketing that protects your business assets, drives sales and fuels your long-term growth.

Successful digital marketing requires knowledge, expertise and daily input. So, when you collaborate with us, you'll get your own dedicated account manager, who will work with you to coordinate your SEO and website content.

We'll give you regular monthly update reports on the progress of your online growth. This will be written in plain English, with no geek speak or marketing jargon.

We are straight talking and honest. We won't promise anything we can't achieve, and we'll always be available to answer your questions or talk about next steps.

www.aqueous-digital.co.uk



Collaborate with us

When other businesses are lost, make sure you are found first with our gold standard search engine optimisation and content writing services

Benefits:

- Increase website visitors
- Increase sales
- Improve customer experience
- Reduce the need to advertise
- Improve search engine rankings
- Rank above your competitors and increase market share
- Expertly written, optimised website content
- Better targeting of your customers
- Strengthen your brand's perceived expertise and authority
- Strong return-on-investment (average 310%)

SEO DONE RIGHT

Aqueous Digital's 3 Rules of Google

Extensive research over the past decade has led us to conclude that there are just three simple principles you need to follow to help you understand how Google works.



1

Rule one: Google is just a machine

Google is frequently used in conversation as a verb, an adjective, or even a noun. It's sometimes even confusingly referred to as if it's an actual person. The reality is, Google is just a very clever machine and nothing more. If you remember this simple fact when you are planning SEO activity, you won't go far wrong.

2

Rule two: Nothing, but nothing beats great content

Imagine for a moment, your website is just like an iceberg. The top part of your website is your business' shop window to the world and will feature all the pages and menu items that people will see first.

These pages are often very similar for each business and won't differentiate from the competition. So how on earth can anyone differentiate between those websites? The answer is simple.

You need to go below the waterline to publish all the answers to the popular questions that customers ask in your industry.

3

Rule three: One page, one keyword or phrase

If you think back to the days of directory advertising and the yellow pages, you'd search 'B' if you were looking for a builder, or maybe 'R' if you needed someone to fix your roof.

That's how it used to work and that's how it still works, because Google, (refer to rule one) it is just a machine. It needs to decide what the page you've published on your website is all about.

If you've got five different subjects on that page, it's going to decide for you. It will decide what it thinks the page should rank you for, rather than what you really want it to rank for.

Keep it simple.



Baby Steps to Giant Leaps in SEO

ScratchSleeves make innovative clothing and accessories for babies, toddlers and young children that are an appealing alternative to traditional scratch mitts.

Strategy

As a leading UK search agency, Aqueous Digital's task was simple - help ScratchSleeves market their niche products world-wide.

By creating compelling content that resonated with their target audience, organic traffic increased by 28% in the first year.

We continued to grow their content base and the traffic grew as well. By the end of the second year, we had recorded a massive 138% growth in weekly organic traffic and by the end of year three, it was up another 58%.

In February 2016, ScratchSleeves achieved a significant milestone by shipping more orders in a month than their entire first year of trading.

In the first five years we helped drive a 390% uplift in weekly organic traffic.

The campaign's success was acknowledged when it won the Best Low Budget Campaign at the Global Digital Excellence Awards in 2021.

135%

Increase in **organic traffic** YOY

3x

More **clicks** YOY

320

Keywords **ranking** in positions 1-3

35%

Increase in **Ecommerce transactions**

49%

Increase in **sales revenue**

115%

Increase in organic sessions

2x

More search **impressions** YOY

“We are delighted with the performance of our website, especially the conversion of new traffic to direct sales.

On a day-to-day basis, the freedom of knowing that Aqueous Digital are looking after everything SEO, means that we are able to focus on building the business in other ways, often based on their suggestions”

**Dr Jae Rance,
ScratchSleeves**



SEO DONE RIGHT

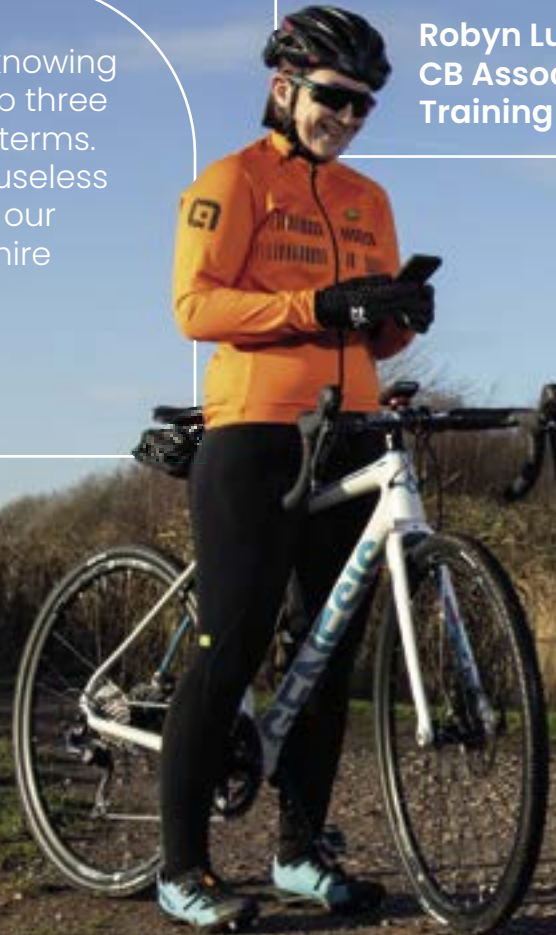
What our customers say about us

"Aqueous have held our hand from knowing nothing about SEO to being in the top three of several of our high-profile search terms. Our website has gone from being a useless square space subscription to one of our best sales tools. Don't think about it, hire these guys!"

Jack Leigh, Director, Eight Engines

"In a year, our website traffic has increased by 121%. The customer service is amazing, and our Account Manager has been a huge help from the start, giving us regular updates, reports and useful advice. We would definitely recommend using Aqueous' expert services."

**Robyn Lunn,
CB Associate
Training**



"The work that Aqueous Digital produce is top class and that shows through in the monthly reports we get from them. Even after the first month, we were seeing significant differences from last year. They are exceptionally easy to work with, very friendly, very helpful and know exactly what they are doing. I would highly recommend Aqueous Digital for all your SEO work, they are superb."

Angela Riding,
Director, Chemiteq and Oxyl-Pro

"I am absolutely delighted with the digital marketing work Aqueous Digital has delivered. The SEO activity, content plan and overall marketing strategy has resulted in a significant boost in traffic to our website and demand for our products.

We are also ranking high on Google for common customer search terms and have seen an impressive increase in sales income of over 100% compared to last year."

James Gwynne,
Managing Director,
ITP Packaging

How much do our SEO packages cost and what's included?

We offer a range of SEO and digital marketing services, starting at £2,000+VAT per month. Depending on your needs, we have a range of SEO options to suit most growing businesses.

Our SEO packages can be tailor-made to meet your requirements and budget. A typical SEO package would include:

- Full technical website audit
- Strategy workshop and set-up
- SEO, content and link building plan
- Fully researched content strategy
- Competitor research
- Dedicated account manager and content writing team
- Monthly website content production
- Regular link building activity
- Business directories
- Monthly technical and on-page SEO work
- Monthly progress and performance reviews
- Regular face-to-face, email and phone call communications

Get in touch

If your website is business critical and you are serious about starting your journey to the top of Google, contact us today for a consultation and free in-depth audit.

Search never sleeps – be the first to be found.





Aqueous Digital

Oak House, Sutton Quays Business Park, Clifton Road
Sutton Weaver, Runcorn, Cheshire WA7 3EH

✉ hello@aqueous-digital.co.uk

☎ 0800 285 1424

